

**Welcome!**

## **Cultivating Place on Main Street**

*with Kathy Frazier, AIA, Frazier Associates, Staunton, VA*

**April 26, 2017**

**12 – 1 PM EST**

1. **Be aware, phones are muted.**
2. **Use the chat feature to ask questions.** The questions will be compiled after the webinar, answered, then distributed by email to participants, along with a copy of the presentation.
3. **Please complete the Survey Monkey evaluation** that will be emailed after the webinar.
4. **Register now** >> July 10-12: Downtown Intersections in Winchester; go to [www.dhcd.virginia.gov](http://www.dhcd.virginia.gov) to register! Group discounts available!



# Placemaking

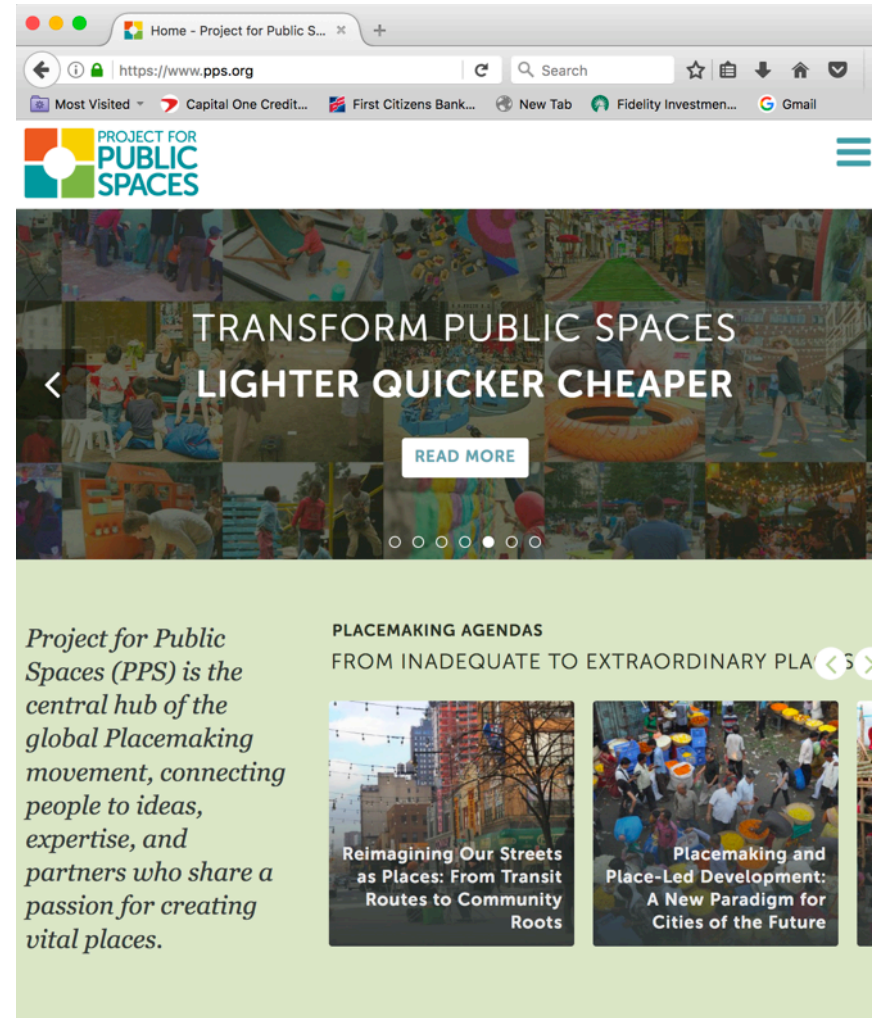
- What is it?
- How to make it meaningful for your community
- Some guidelines to think about
- Some examples





# Placemaking Resources

- Project for Public Spaces  
pps.org
  - World-wide
  - Examples on Pinterest
- Main Street Now Conference
  - Multiple Sessions
  - Edward Jones Funding





# Placemaking (from Project for Public Places)

- ***Placemaking*** is the process of creating quality places that people want to live, work, play and learn in.

(Something Main Street has been doing for almost 40 years!)

- ***Placemaking*** capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well being.

(I would add that, particularly for our historic downtowns in Virginia, that it can tell your unique story.)



# Placemaking and Main Street

- Economic Development within the context of historic preservation –
- Sounds kinda dated, right?
- Wrong!
- When you look at the definition of “preservation” it does not mean to entomb or freeze something
- It actually means to keep something alive!
- And that is what we are doing through Main Street...
- And what Placemaking can enhance!



# Current Economic Situation


- Current retail crisis
- Downtowns are in better shape now because they had to deal with retail leaving downtown starting more than 40 years ago.
- Mixed-use, live-work, dining, entertainment, retail experience, etc.
- Becoming exciting places to be with their own unique identity.
- But is that identity being fully expressed?
- Hence - the opportunity for placemaking!



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### The Reality of Main Street



Ames Main Street Cultural District

[View the original posting on the \*Brooking Institution's\* blog.](#)

By Bruce Katz and Patrice Frey  
April 20, 2017

Louis Hyman's recent piece in *The New York Times Sunday Review*, [The Myth of Main Street](#), presents a bleak choice for rural and rust-belt America: persist in hopeless efforts to rebuild your downtown or graciously accept a future of telecommuting for a distant corporation. The former he decries as nostalgia; the latter as the only economically viable option. But this offer is a false choice: there is another way for smaller communities to compete in today's economy and we believe a strong main street strategy is at the heart of it.



# Transformational Strategies

- Locals ?
- Tourists ?
- In either case, having engaging public spaces is important!





# Placemaking

- However – Placemaking is NOT doing what another town did and expecting the same result!
- Your community is already a unique place...
- Placemaking is a tool to help enliven your community and...
- Help visitors and residents experience your community and your story!



# Identifying Placemaking Possibilities

- “Placemaking is not just about designing a park or plaza with efficient pedestrian circulation.
- It involves taking into account the interrelations between surrounding retailers, vendors, amenities provided, and activities taking place in the space
- Then fine-tuning the space with landscape changes, additions of seating, etc., to make all of those elements mesh.
- The end result should be a cohesive unit that creates greater value for the community than just the sum of its parts.”





# Observe

- Take walk-arounds with Design Committee...and key stakeholders
- Go during events,
- Normal weekdays,
- Saturdays and
- Evenings.





# Observe and Ask

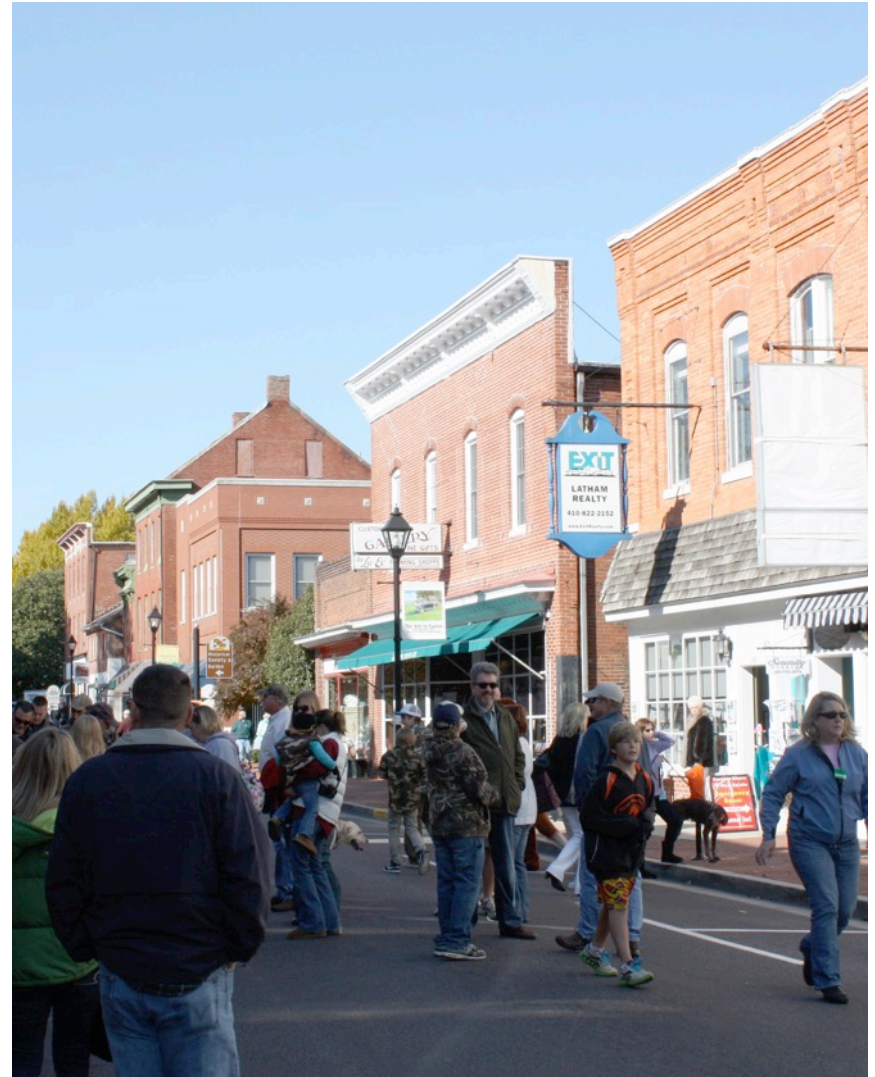
- Watch behavior
- Where are people sitting?
- Taking pictures?
- Gathering?
- Sun and shade?
- Views?
- What's the lighting like?
- Clean or dirty?
- Inviting or tired?





# Lighter, Cheaper, Quicker

- Based on these observations:
- Make lists of potential projects,
- How can these projects enhance the experience of your downtown and
- better tell *your* story
- Try them out!
- Enhance that **experience** of *your* town!
- Now some ideas...





# The Street Itself



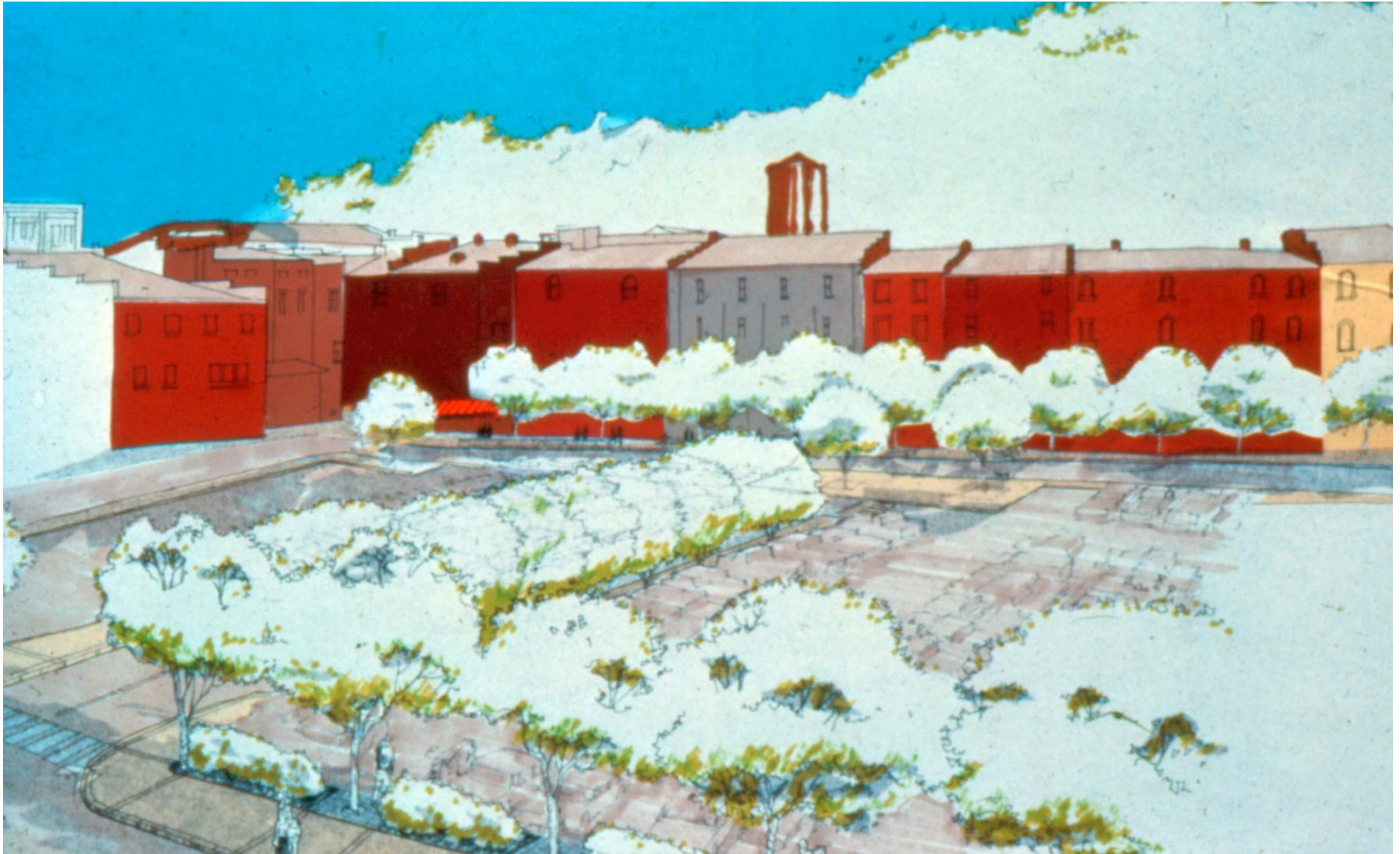


# Large Parking Lots - Staunton Example





# Design Concept





# Farmers Market and Events





# Benches





# Maintenance and Use





# Potential Locations – fitting into the context of your downtown





# Things to Consider: Views and Adjacencies





# Things to Consider: Views and Adjacencies





But also the opportunity for telling your story!





# And experiencing your community!





# Found Opportunities for Seating





# Lighting





# Old Town Alexandria



PHOTO BY ARASH BEHSHADPOOR | 01-05-07 | KING ST, ALEXANDRIA

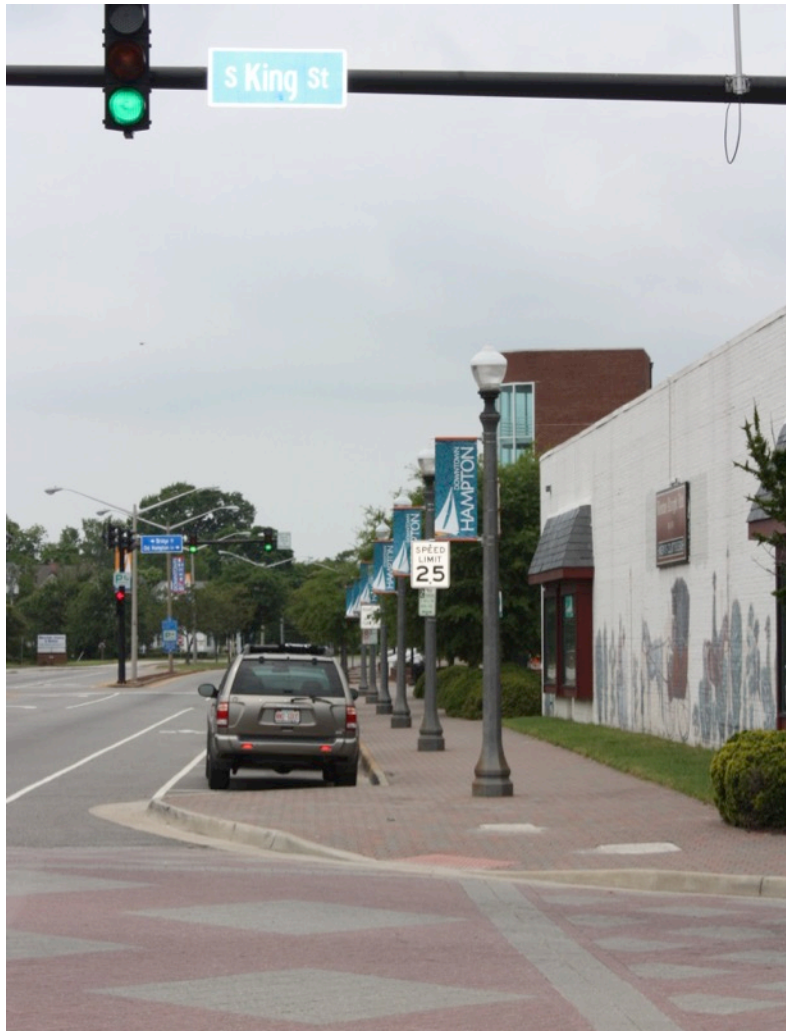


# Lighting - Events





# Banners





# Banners









# Banners - Staunton





# Public Art





# Lynchburg





# Lynchburg





# Water Features





# Winchester





# Path to Water Feature!









# Murals





# Smithfield, Virginia





# Cumberland, MD





# Bristol





# Richmond





# Tell Your Story!





# Alleys





# Alleys – Low Cost Improvements





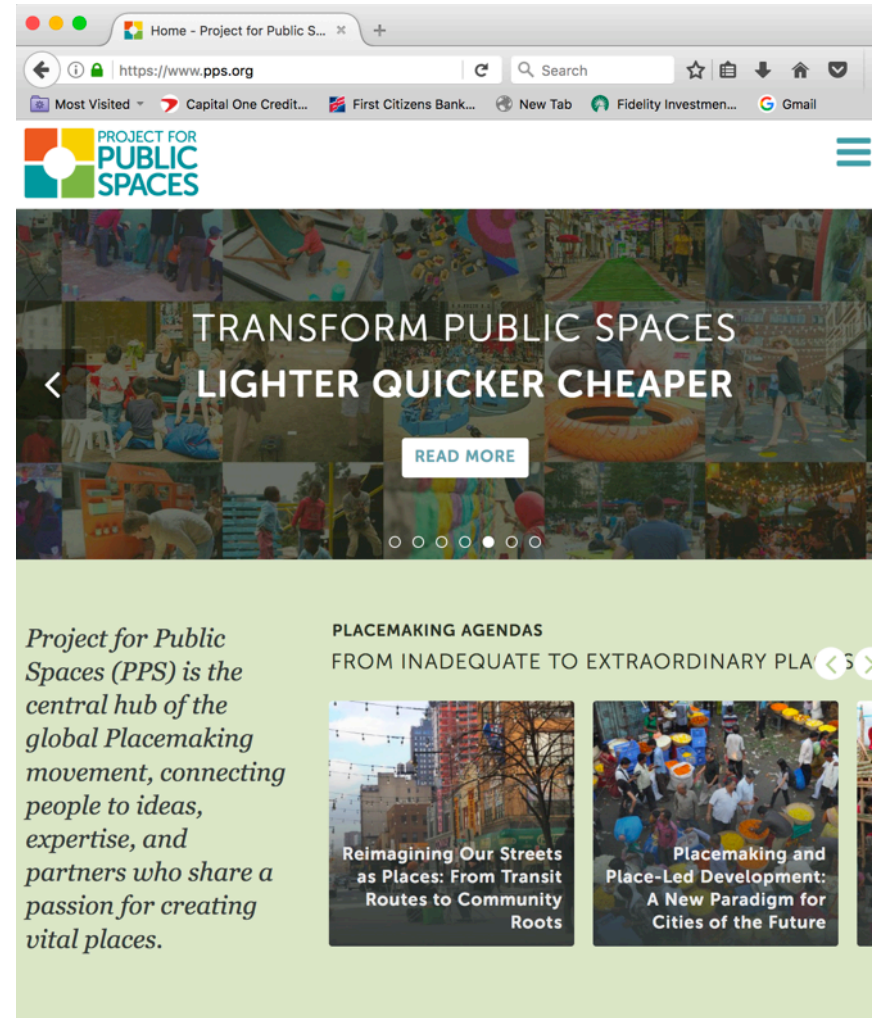
# Signs





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